

CONTRACT

WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
(407)645-2222

www.wesh.com

And:

New Media Firm, The
1322 G Street, SE
Washington, DC 20003

<u>Contract / Revision</u> 937166 /		<u>Alt Order #</u> 07892882
<u>Product</u> DEFEND JUSTICE		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1546
<u>Advertiser</u> Defend Justice From Politics		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WESH	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 361	<u>Product Code</u> 379
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	WESH	10/23/12	10/26/12	M-F Early Sunrise	5:00-6:00 AM		:30			NM	0	\$0.00
D 2	WESH	10/29/12	10/29/12	M-F Early Sunrise	5:00-6:00 AM		:30			NM	0	\$0.00
3	WESH	10/23/12	10/26/12	M-F Sunrise @6AM	6:00-7:00 AM		:30			NM	2	\$2,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1--1--				2	\$1,400.00			
4	WESH	10/25/12	10/26/12	NBC Today Show	7:00-9:00 AM		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---11--				2	\$2,000.00			
D 5	WESH	10/29/12	10/29/12	NBC Today Show	7:00-9:00 AM		:30			NM	0	\$0.00
6	WESH	10/23/12	10/26/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$900.00			
D 7	WESH	10/29/12	10/29/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	0	\$0.00
D 8	WESH	10/23/12	10/26/12	NBC Today Show II	10AM-11AM		:30			NM	0	\$0.00
D 9	WESH	10/29/12	10/29/12	NBC Today Show II	10AM-11AM		:30			NM	0	\$0.00
D 10	WESH	10/23/12	10/25/12	M-F NOON NEWS 12-12:30	12:00-12:30 PM		:30			NM	0	\$0.00
D 11	WESH	10/29/12	10/29/12	M-F NOON NEWS 12-12:30	12:00-12:30 PM		:30			NM	0	\$0.00
12	WESH	10/26/12	10/26/12	Days of Our Lives	1:00-2:00 PM		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$800.00			
13	WESH	10/29/12	10/29/12	Days of Our Lives	1:00-2:00 PM		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$900.00			
D 14	WESH	10/24/12	10/24/12	KATIE COURIC DAY	2-3PM		:30			NM	0	\$0.00
D 15	WESH	10/23/12	10/26/12	M-F 3-4 PM	3:00-4:00 PM		:30			NM	0	\$0.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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937166 /	07892882

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	DEFEND JUSTICE	1546

<u>Advertiser</u>	<u>Original Date / Revision</u>
Defend Justice From Poli	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 16	WESH	10/29/12	10/29/12	M-F 3-4 PM	3:00-4:00 PM		:30			NM	0	\$0.00
D 17	WESH	10/23/12	10/26/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	0	\$0.00
D 18	WESH	10/29/12	10/29/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	0	\$0.00
19	WESH	10/23/12	10/26/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1-1--				2	\$1,500.00			
D 20	WESH	10/29/12	10/29/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	0	\$0.00
N 21	WESH	10/23/12	10/25/12	M-F 6-6:30 PM	M-F 6-6:30 PM		:30			NM	2	\$4,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-1---				2	\$2,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WESH	10/22/12-10/28/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-Tu-Th----	:30		\$2,200.00	NM		
	See MG 21.3											
	3	WESH	10/27/12-10/27/12	M-Su News @ 11PM	11-1135p	-----Sa--	:30		\$2,200.00	NM		
	(M) MG for 21.2 10/25											
D 22	WESH	10/29/12	10/29/12	M-F 6-6:30 PM	M-F 6-6:30 PM		:30			NM	0	\$0.00
23	WESH	10/24/12	10/26/12	M-F Entertainment Tonight	7:00-730 PM		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1-1--				2	\$2,000.00			
24	WESH	10/23/12	10/23/12	M-F Access Hollywood	Access Hollywood		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$2,000.00			
D 25	WESH	10/24/12	10/27/12	M-Su News @ 11PM	11-1135p		:30			NM	0	\$0.00
D 26	WESH	10/29/12	10/29/12	M-Su News @ 11PM	11-1135p		:30			NM	0	\$0.00
D 27	WESH	10/23/12	10/25/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	0	\$0.00
D 28	WESH	10/29/12	10/29/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	0	\$0.00
D 29	WESH	10/24/12	10/24/12	NBC Prime L&O SVU	9:00-10:00 PM		:30			NM	0	\$0.00
D 30	WESH	10/26/12	10/26/12	NBC Prime DATELINE	10:00-11:00 PM		:30			NM	0	\$0.00
31	WESH	10/27/12	10/27/12	Sat Sunrise 6-8 AM	6:00-8:00 AM		:30			NM	1	\$600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$600.00			
D 32	WESH	10/28/12	10/28/12	Sun Sunrise@6-8 AM	6:00-8:00 AM		:30			NM	0	\$0.00
D 33	WESH	10/27/12	10/27/12	NBC Saturday	Sat 8-10am		:30			NM	0	\$0.00
34	WESH	10/27/12	10/27/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00			
35	WESH	10/28/12	10/28/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,500.00			

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36	WESH	10/26/12	10/26/12	COMMITMENT 2012 SPECI	12:30PM-1:00PM		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$800.00			
Totals											18	\$27,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	17	\$26,300.00	\$22,355.00
10/29/12 - 10/29/12	1	\$900.00	\$765.00
Totals	18	\$27,200.00	\$23,120.00

Signature: _____ **Date:** _____

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